

Message Text

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PAGE 01 BUCAR 03512 240903Z
ACTION EUR-12

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R 240746Z MAY 78
FM AMEMBASSY BUCHAREST
TO USDOC WASHDC
SECSTATE WASHDC 9698

UNCLAS BUCHAREST 3512

E.O. 11652: N/A
TAGS: BEXP, RO
SUBJECT: PROPOSED EXECUTIVE LEVEL TRADE MISSION (ELTM)

REF: (A) USDOC 7013, (B) BUCHAREST 2261

1. EMBASSY AGREES IN PRINCIPLE TO PROPOSED EXECUTIVE LEVEL
TRADE MISSION VISIT TO ROMANIA IN EARLY 1979. PRIOR TO
MAKING DEFINITIVE DECISION, EMBASSY REQUESTS THAT DEPARTMENT
PROVIDE US WITH INFORMATION ON SCOPE OF VISIT AND NUMBER OF
BUSINESSMEN INVOLVED. WE UNDERSTAND THAT INITIAL PLANNING
FORESAW TEAM COMPOSED OF PRINCIPALLY NEW-TO-MARKET COMPANIES.
EMBASSY IS OF VIEW THAT THIS TYPE OF GROUP WOULD BE THE
MOST WARMLY RECEIVED BY GOR.

2. FOR ANY VISIT TO BE SUCCESSFUL IN ROMANIA, APPROVAL
FOR VISIT AND OF PROGRAM OUTLINE NEEDS TO BE OBTAINED FROM
GOR. FROM ORGANIZATIONAL STANDPOINT, ANY MISSION THAT INVOLVES
PARTICIPATION OF VARIOUS MINISTRIES COMPLICATES MATTERS.
GIVEN FOREGOING, SUBJECT ELTM MIGHT BEST BE ORGANIZED ALONG
LINES OF BUSINESS ROUND-TABLE IN BUCHAREST WITH VARIOUS GOR
TRADE AND ECONOMIC OFFICIALS, INCLUDING REPRESENTATIVES
FROM FTOS, INDUSTRIAL CENTRALS AND RESEARCH AND DESIGN
INSTITUTES ADDRESSING TEAM MEMBERS IN GROUP MEETINGS. AT END
OF SCHEDULED GROUP MEETINGS, IT WOULD PROBABLY BE FEASIBLE
TO ARRANGE INDIVIDUAL APPOINTMENTS. FOR THIS TYPE ROUND-
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PAGE 02 BUCAR 03512 240903Z

TABLE PROGRAM, FUNDS WOULD BE NEEDED TO RENT LARGE CONFERENCE
ROOM AT THE INTERCONTINENTAL HOTEL WHICH WOULD BE MOST
SUITABLE SITE.

3. FOR REPRESENTATIVES OF NEW-TO-MARKET COMPANIES INCLUDED
IN THE ELTM, THEY SHOULD BE ADVISED (DURING THE RECRUITMENT
STAGE) THAT A FIRST VISIT TO ROMANIA SHOULD BE CONSIDERED

AS A FACT-FINDING ONE AND A TIME FOR ESTABLISHING CONTACTS
FOR FUTURE BUSINESS. THEY SHOULD BE FURTHER ADVISED THAT
DURING THE MISSION'S VISIT, WE WOULD NOT ANTICIPATE THE
SIGNING OF ANY SALES CONTRACTS.
AGGREY

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